



FOR IMMEDIATE RELEASE

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STAN ROACH NAMED NATIONAL CLUB FITTER OF THE YEAR

Charlotte, N.C. (March 5, 2014) – Club-fitting pioneer and leader PING announced today that Stan Roach at Dana Rader Golf School, located in Charlotte, N.C., has been honored as 2014 PING National Club Fitter of the Year. This is the first time that Stan has achieved this national honor. He was named Regional Club Fitter of the Year in 2013, 2011, 2009 and 2003.

First given in 1997, the award recognizes the Authorized PING Fitter who has demonstrated the highest commitment to custom fitting and the promotion of its benefits to golfers of all abilities. Nominating Stan Roach at Dana Rader Golf School for the honor was Mark Halloway, Ping Field Representative for the region.

“Stan shares our belief that if golfers take the time to get custom fit, they’ll see improved performance on the golf course. Their attention to detail and passion for service ensure golfers benefit from the most thorough custom fitting in the industry,” said John A. Solheim, PING Chairman & CEO. “He demonstrates his expertise on a daily basis to ensure golfers receive the full value offered by PING’s custom fitting program. Stan’s commitment to our program makes him very deserving of this honor.”

About Dana Rader Golf School

Dana Rader Golf School is North Carolina’s most complete state-of-the-art teaching and practice facility. Selected to *Golf Magazine’s* prestigious list of Top 25 Golf Schools in America and #1 in North Carolina, Dana Rader Golf School specializes in quality golf schools and lessons for players of all ages and skill levels. Dana Rader Golf School’s full staff of award-winning PGA and LPGA certified professionals offers extensive programs and highly personalized instruction for men, women, juniors and corporate events.

The School’s Founder, Dana Rader, is a nationally recognized leader in the golf industry named by *Golf Digest* as one of America’s 50 Greatest Teachers, is consistently ranked as a *Golf Magazine* Top 100 Instructor and currently serves as LPGA Teaching and Club Professional National President. She has been honored as LPGA National Teacher of the Year and has achieved LPGA Master Professional status. For more information about Dana Rader Golf School, call 704-542-7635 or visit danarader.com.

About Ping

Ping designs, manufactures and markets a complete line of golf equipment including metal woods, irons, putters, and golf bags. The family-owned company was founded in 1959 in the garage of the late Karsten Solheim, a mechanical engineer with an extensive background in the aerospace and computer industries. His frustration with his putting inspired him to design his own putter, which created a “pinging” sound when striking a golf ball. This sound was the source of the name now synonymous with innovation, quality and service throughout the world of golf. Solheim and his company are credited with numerous innovations that became industry standards, including perimeter weighting, custom fitting and the use of investment casting in the manufacturing of golf clubs. His insistence on adhering to strict engineering principles and tight manufacturing tolerances raised the level of product performance and quality throughout the golf club industry. Solheim is the only person to be inducted into the World Golf Hall of Fame as a golf club manufacturer. Today, the Phoenix-based company is under the direction of Solheim’s youngest son, John A. Solheim. PING game-improvement products can be found in more than 70 countries. For more information, visit pinggolf.com.

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